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## **ANNEX L**

### **CHECKLIST FOR PUBLIC AFFAIRS RESPONSE TO POLLUTION INCIDENTS**

- \_\_\_\_1. Where a potential risk to the health & safety of local communities exists, consider coordinating an EDIS broadcast through local OES offices.
- \_\_\_\_2. Designate an incident PAO. Make sure all PAs know who the PAO is and understand that the PAO reports to the OSC.
- \_\_\_\_3. Complete fact sheet (Figure L-I-E-1) and prepare a 30 second media statement (about 150 words maximum).
- \_\_\_\_4. Establish phone band for answering media calls (consider staffing on 24-hour basis during initial crisis).
- \_\_\_\_5. Have a minimum of three phone lines available for public affairs use: incoming (published), outgoing (unpublished), and FAX.
- \_\_\_\_6. Contact district (dpa) at outset of any actual medium spill or larger to arrange for PA backup.
- \_\_\_\_7. Contact NSFCC, PIAT to alert in case of any potential major incident. Note: OSC may request PIAT assistance at any time regardless of spill size.
- \_\_\_\_8. Schedule a media availability with the FOSC at least daily when media interest is great. Preference is immediately following USC operations meeting. This allows the three key parties (FOSC, SOSC & RP) to attend and field questions.
- \_\_\_\_9. In major spills, designate a protocol office to handle VIP visitors. Do not assign this function to the JIC director as a collateral duty.
- \_\_\_\_10. Establish Joint Information Center if size of incident requires.

### **MINIMUM EQUIPMENT NEEDS FOR PUBLIC AFFAIRS**

1. Minivans (six passenger or greater).
2. FAX machines (two or more).
3. Telephone lines (incoming/outgoing/FAX/modem).
4. Computer system.
5. Office supplies (paper, pens, files, etc.).
6. Desks, chairs, files.
7. Cellular phones.
8. VHF-FM radios.

9. Scanners for VHF-FM.
10. Voice Pagers.
11. Photocopiers.
12. Televisions/VCRs.
13. Podium w/PA system.
14. Charts and maps.
15. Bulletin boards/ Erase boards.

## **APPENDIX II COMMUNITY RELATIONS**

### **I. BACKGROUND**

Providing information directly to members of the impacted community, free of the filtering and potentially distorting effect of the media is critical to public understanding of the incident response. Community relations may include scheduling of public meetings, preparing speeches and coordinating public activities with public officials and protocol personnel.

### **II. DISCUSSION**

In order to ensure that important constituencies are not overlooked or slighted during a major response, it is important that a Community Relations officer be assigned to the public affairs element. Under no circumstances should community relations be a collateral duty of the media relations officer during a major incident. A local government official should be considered for the position. Additional community relations officers should be sought from the RRT and regional EPA office to provide expertise to this important aspect of the public affairs program.

### **III. ACTION**

Important considerations for establishing a separate Community Relations branch include; health & safety, damage claims, and transportation disruptions. The media cannot provide detailed information to their audiences on issues that affect smaller groups of individuals. It is incumbent on public affairs to provide answers to the impacted communities. A well-run community relations program is a two-way street in a successful public affairs program. Authoritative answers to important individual questions are given and the UCS gains a “grass-roots” feel for the concerns of the individuals directly impacted by the spill. Those concerns can then be addressed by the UCS staff to mitigate problems before they drive the cleanup effort.

#### **1. HEALTH & SAFETY**

The primary, initial concern of the community relations staff should be answering the health & safety issues. When warranted, an EDIS alert should be issued outlining the specific health & safety concerns (toxicity, volunteer cleanup [See also Annex J, Appendix II, Tab O]).

#### **2. PHONE BANKS**

Consideration should be given to establishing an “800” telephone bank for general public inquiries. Questions about health & safety, transportation disruptions, claims, and current information would be disseminated by a team of operators separate from media inquiries. Ideal staffing would include representatives from federal, state, county, and local governments and community affairs personnel from the responsible party. This conduit would serve as rumor control and provide the UCS with current local citizen concerns. Spokespersons should use the Conversation Record (See Figure L-I-E-4) to track the public’s concerns.

#### **3. TOWN MEETINGS**

Local community meetings should be considered by the USC when communities are severely impacted either economically, environmentally, or recreationally. In extremely large communities arrangements should be made for teleconference sites in addition to the “live” site.

#### **4. CLAIMS**

Questions about damage to private vessels, loss of income, disruption of transportation become real concerns in a major oil spill. Information directing individual recourse must be addressed early in the cleanup process. The Responsible Party will take the lead on addressing these issues and provide the community relations branch with information that alleviates and mitigates these real concerns.

## **APPENDIX III INTERNAL INFORMATION**

### **1. PURPOSE**

Informing the members of the response community of the status of the response is vital if consistent and accurate information is to be conveyed to all interested parties. Internal information is the process of informing our own people of the status of our activities.

### **2. DISCUSSION**

At a minimum, all personnel assigned to response duties should be provided with access to the daily fact sheet prepared by the media relations officer. This will help ensure a consistent and accurate flow of information.

### **3. ACTION**

Distributing copies of the fact sheets and news releases to the cooperating agencies and their employees is a function of the internal information staff. During clean-up operations of a lengthy duration, consideration may be given to a computer generated or hard copy publication published at regular intervals.

## **APPENDIX IV PROTOCOL**

### **I. PURPOSE**

Accompanying a spill of significant public interest will be an increased demand for information from public officials. The protocol staff is responsible for fielding calls from public and elected officials. They should also prepare briefing materials for elected or public officials who may request information about the incident.

### **II. DISCUSSION**

In this discussion of a SONS case, it is conceivable that high-level public interest will require the attention of the UCS command staff and generate media attention.

### **III. ACTION**

It is incumbent upon the Protocol Officer (and staff) to arrange for a meaningful visit by these officials, provide access to the media, and demonstrate through discussions and briefing materials the objectives and needs of the UCS command staff. While reporting to the PAO, the Protocol Officer is permitted direct access to the UCS command staff in organizing visits by the public and elected officials.

## **APPENDIX V PHOTO DOCUMENTATION**

### **I. PURPOSE**

Documentation both still and video, has a three-fold purpose: (1) Additional resource material for news media outlets, (2) briefing materials for town meetings and protocol sanctioned visits, and (3) historical documentation. It is not the intention of establishing this branch to provide documentation for a legal action against the responsible party or spiller. Separate arrangements must be made by legal entities to provide this function for litigation.

### **II. DISCUSSION**

As a branch reporting directly to the Deputy PAO the needs of the UCS command staff are prioritized and assigned by this individual. When the media cannot visit locations due to safety concerns, it is the responsibility of the photo documentation branch to provide this information.

### **III. ACTION**

Resources available to fill this requirement begin with the three lead agencies of USCG, OSPR, and RP. Access and assistance from the DOD's Combat Camera should be solicited by the FOSC by message traffic early in the clean-up effort.



## **APPENDIX VI ADMINISTRATION**

### **1. PURPOSE**

Provide administrative support to the various branches of the public affairs effort. This includes the JIC, Community Relations, Protocol, and Photo Documentation branches. Record-keeping, purchasing, and logistics support is provided by the administration branch.

### **2. ACTION**

Reports directly to the Deputy PAO and is assigned tasking according to the needs of the five branches of public affairs.

### **3. STAFFING**

Immediate staffing (first 48 hours) should consist of at least one(1) Yeoman and one(1) Storekeeper with district and Reserve augmentation following for the longer duration.